



2070231533

## 1996 PHILIP MORRIS FRANCHISE POSITIONS

**MAGAZINE TITLE:** HOME Magazine

ISSUE	FRANCHISE POSITION
FEBRUARY '96:	<u>Spread - 1st 20 pages</u> <u>Page - Right-hand page, opp. full edit; 1st 25%</u>
MARCH:	<u>Spread - 1st 20 pages</u> <u>Page - Right-hand page, opp. full edit; 1st 25%</u>
APRIL:	<u>Spread - 1st 20 pages</u> <u>Page - Right-hand page, opp. full edit; 1st 25%</u>
MAY:	<u>Spread - 1st 20 pages</u> <u>Page - Right-hand page, opp. full edit; 1st 25%</u>
JUNE: **	<u>Spread - 1st 20 pages</u> <u>Page - 4th Cover</u>
JULY: /AUGUST*	<u>Spread - 1st 20 pages</u> <u>Page - 3rd Cover</u>
AUGUST:	<u> </u> <u> </u>
SEPTEMBER:	<u>Spread - 1st 20 pages</u> <u>Page - Right-hand page, opp. full edit; 1st 25%</u>
OCTOBER:	<u>Spread - 1st 20 pages</u> <u>Page - Right-hand page, opp. full edit; 1st 25%</u>
NOVEMBER:	<u>Spread - 1st 20 pages</u> <u>Page - Right-hand page, opp. full edit; 1st 25%</u>
DECEMBER: /JANUARY	<u>Spread - 1st 20 pages</u> <u>Page - Right-hand page, opp. full edit; 1st 25%</u>
JANUARY '97:	<u> </u> <u> </u>

\*For 12 pages, Philip Morris will get one 3rd Cover.

\*\*For 18 pages, Philip Morris will get one 3rd Cover and one 4th Cover.

A second spread within an issue will be positioned in first 25% of magazine.

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